

FARMERS' FAIR WILL HAVE 40 SIDE SHOWS

Big Tent Has Arrived for the Agricultural Students' Annual Stunt.

TO COST OVER \$2,000

Parade Friday Morning—the Merchants Offer Prizes for the Best Floats.

The big tent arrived Saturday afternoon; work has begun on the "bump-the-bumps;" and the Yellow Dog Saloon will be twice as large as formerly.

Sounds like a circus day, but it refers to the eleventh annual Farmers' Fair. Students in the College of Agriculture began work on their stunt yesterday, and from now until the opening of the gate under the big arch on College avenue next Friday afternoon, there will be much activity in the southeastern part of Columbia.

This stunt, which is said to be the most extensive given by the students of any American university, has been copied at Ames, Minnesota and Texas. It costs more than \$2,000 and the attendance last year was nearly 8,000.

This year there will be forty side shows on the great "Zone." The parade which will start after assembly Friday morning, will be more than a mile long, and more than a dozen prizes have been offered by Columbia merchants for the best floats.

Among the other amusements scheduled for this year's show are minstrels, mule races, follies, roulette wheels, cosmopolitan mixtures, a thirty-piece band, a bump-the-bumps, and a greased pig.

Then there is the educational exhibit, which will include displays from the departments of crops, soil, mechanic arts, forestry, dairying, farm management, entomology, plant pathology, poultry, chemistry, animal husbandry, veterinary and home economics.

More than 200 women students will take part in the stunt by the home economics department.

Another feature of the exhibit this year is the Missouri Floral Show. In addition to exhibits from amateurs, several Columbia business firms will make exhibits.

Still another feature will be several riding contests by women. Prizes have been offered.

In order to do their part in advertising Columbia, the students in agriculture have issued invitations to all the editors and merchants of Missouri who attend Journalism Week.

The officers of the fair this year are: manager, C. W. Sheppard; assistant manager, Marcus B. Bell; treasurer, W. F. Harms; assistant treasurer, John H. Cox.

CITY AND CAMPUS

Miss Grace Hyatt of Macon is the guest of Miss Elizabeth Brown at Stephens College.

Miss Alice Lake of St. Louis is the guest of her cousin, Miss Isabel Barheiras, at Stephens College.

Miss Alita French of Martinsburg is the guest of her cousin, Miss Helen reiras, at Stephens College.

Dr. J. W. Hudson will address the members of the Y. W. C. A. at Stephens College, Thursday afternoon.

J. T. Kenower of Breckenridge, Mo., is visiting his daughters, Pansy and Pauline Kenower, students in Stephens College.

Miss Maurine Chambers, a former student in Stephens College, left yesterday for her home in Butler, after a visit at the college.

The members of the faculty of Stephens College gave a tea in the college parlors from 4 to 6 o'clock this afternoon. The members of the senior class were the guests of honor.

Miss Helen Welfer of Gallatin is the guest of Mrs. Thomas Ray, 101 Willis avenue. She has recently returned from Washington, D. C., where she attended the national convention of the D. A. R.

MANY CLOTHIERS ARE COMING

Retail Merchants Will Discuss Advertising, Selling, Store Management.

Many members of the Missouri Retail Clothiers' Association have favorably answered the letter sent out from Columbia by I. A. Barth, president, asking the members to attend a meeting of the association in Columbia during Journalism Week.

The clothiers will come to Columbia Wednesday for a part in the "Advertising Day" program of the week. Phases of advertising, selling and store management will be discussed by experts from various parts of the country.

After the regular sessions the association will meet to make plans for a membership campaign and to attend to other business of importance. Arrangements are made to take care of 1,000 guests, according to Mr. Barth.

SPEAKER AT THIS EVENING'S SESSION



Dean Isidor Loeb,

who will deliver the first evening address of Journalism Week at the University Auditorium at 8 o'clock tonight.

TO FIND ROOMS FOR VISITORS

Commercial Club to Provide for Journalism Week Guests.

The Commercial Club is prepared to supply any Journalism Week guests with rooms if they can not get accommodations at the hotel. C. O. Hanes, secretary of the club, will be at the headquarters at Tenth street and Broadway to assign the rooms. The student guides will conduct the guests to and fro.

Any Columbians who have rooms to

rent are asked to notify Mr. Hanes. Rooms on the south side of town are preferable.

Takes Pictures for Newspaper Union.

Pictures were taken last week under the direction of J. O. Rankin, agricultural editor, showing the equipment the average farmer would use in spraying. They will be used to illustrate a story on spraying which is to be used by the Western Newspaper Union. This story was sent out March 28 to about 1,100 newspapers.

CHINESE WILL FACE GILTNER

Journalism Week Visitors Will Be Guests At Tiger Game Tomorrow.

In what promises to be one of the fastest games of the season, the Tigers, with a record of ten straight victories, will meet the speedy Chinese University baseball team on Rollins Field at 4 o'clock tomorrow afternoon. The visiting newspaper men here for Journalism Week will be the special guests of the athletic department at the game.

Giltner, a southpaw pitcher and regular left fielder for the Tigers, will make his first appearance in the box before the local fans, while Apau Kau, the star moundman of the Chinese team, will probably oppose him. Giltner won the only game he pitched this season by a score of 6 to 3, striking out 16 of the opposing Oklahoma batters.

The Chinese team, which is the outgrowth of a team from the University of Hawaii five years ago and is composed entirely of full-blooded Chinese, started from San Francisco about February 1, and has been playing college teams nearly every day since that date.

From Berkeley and Stanford they went down through California, Arizona, New Mexico and Texas, playing practically every college team on the way and losing only an occasional game. Coming up through Oklahoma only a week before the Tigers were there, they defeated both the University of Oklahoma and Oklahoma A. and M. teams as well as other college teams in that section.

For the last two weeks the Chinese have been playing Kansas and Missouri teams and have lost only one game, that to the University of Kansas at Lawrence. They won one game there, however, and have since defeated the Kansas Aggies, University Washburn and Emporia Normals, William Jewell, Missouri Valley and Warrsburg Normal.

Kau, pitcher, Mark, catcher, Ayau, shortstop, and Chin second base, have been with the team ever since its organization five years ago and form the backbone of the present outfit. "The whole team is fast," said director C. L. Brewer this morning, "and will give a clean exhibition of baseball. We are expecting a close game and with two days' rest after the hard Ames' games, every man will be in the best of shape to try to keep a clean sheet of victories. Owen or Slusher will take Giltner's place in left, while the rest of the Tiger lineup will be unchanged."

Saddle Mare Sells for \$3,000.

"My Idol," champion saddle mare, the property of Colonel Paul Brown of St. Louis, and trained and exhibited by E. D. Moore of Columbia, has been sold to W. J. Thuburn of Pittsburgh, Pa. The purchase price was \$3,000, a record for a Missouri saddle mare.

Freshman Pre-Lawyers to Meet.

There will be a meeting of the freshman pre-lawyers at 7 o'clock tomorrow night in the Phi Delta Phi rooms in the Virginia Building. The purpose of the meeting is to effect an organization and elect officers for the coming year.

CLASSIFIED ADVERTISEMENTS

Half Cent a Word a Day, Phone 55.

ROOMS FOR RENT

For rent: Desirable room apartment in Dumas Apartment, June 1st. Telephone 983 White. S-211.

LOST AND FOUND

Lost: Small black patent leather pocketbook in or near the Columbia Theater Wednesday evening. It contained between twelve and fifteen dollars; one ten and one two dollar bill besides some tickets on a Kansas City theater. Liberal reward if returned to this office. (H-208)

MISCELLANEOUS

For sale: Dress suit and Tuxedo coat almost new; cost \$100. Will sell cheap. Call Phone 1204. C-11.

For rent: Seven room furnished house on Virginia Avenue. Will rent for one year. Phone 404 Red. B-210.

Wanted: Stenographer wants extra work. Address H. care Missourian, or P. O. box 327. L-96tf.

For sale: A bicycle in good running order with new tires. Cheap. Phone 1314 Red or call at 98 Dorsey St. P-210.

For sale, at a bargain, one set, 17 volumes, International Encyclopedia, in fine condition. Enquire at Library of Bible College. T-211.

Wanted: A furnished house or apartment near University. Small family, adults, school term '16-17. Apply by letter to J. W. C. care Missourian.

For rent: Six room furnished apartment until September. Also six-room unfurnished apartment with heat and garage. Apply to Miss Pearl Mitchell 1516 Rosmary Lane. M-213.

For rent: Four large modern houses, close to the University and Stephens College. Very desirable for fraternities or sororities or families. Want to rent for next year. J. C. Schwabe, 11 North Eighth street. 139-1f.

For rent: A modern 8 room house on the south side. Will rent furnished or unfurnished. Possession given any time. Address N. M. care Missourian. H-203-1f.

Dancing lessons taught privately at 709 Hitt St. 75c per lesson. Phone 1125-White. 1471f.

(Hear the New York Symphony Orchestra, Tuesday, May 9.)

Springtime and Spring Gowns

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You want it to be artistic too and perfect in craftsmanship.

That's what we try to do for you. Sit-tings to suit your convenience, day or night

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Across From Penn's

Why Newspaper Advertising Is Particularly Valuable

By B. M. Penn, Advertising Manager
J. I. Case Threshing Machine Co.



The value of newspapers as advertising media depends entirely upon the object advertised. For automobiles selling in metropolitan markets the newspaper is of great value to the advertiser, primarily because nearly everyone is interested in the news. I find this desire for news on the part of readers of particular benefit to an advertiser, and therefore interesting to the newspapers, because at hurried times, when one has little time for general reading, he nearly always makes the opportunity to keep in touch with what is going on by reading the newspapers.

The busy commuter figures the time on the train well spent because it gives him the chance of reading his morning and evening paper. The farmer during the busy season when his working days are very long, at night feels little like general reading, but can always find a short time at the end of the day, or end of the week as the case may be, to find what has been going on outside his own sphere.

It is this desire on the part of nearly everyone to know what his neighbor is doing that makes the newspaper of value to an advertiser.

To be sure, its readers oftentimes are very hurried in their perusal of the news, but in the long run the American people are primarily interested in the news of the present time. Therefore, we profit in the automobile business by the desire of the reading public to know what is going on.

(Hear the New York Symphony Orchestra, May 9.)



Get A Mirror!

And take a look
At Yourself!

Do you look as well as you would like to? Is your suit stylish and up-to-date? Has it the latest cut and pattern in fabric.

If it hasn't, you are not looking your best and it is your duty as well as a necessity for your success in business life that you should.

Have your suit tailored to your own individual measure in whatever fabric you wish. Consult us and we will show the materials and help you to decide which you want.

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